

OCT24/16 18.22  
\*\*\* KPLC-TV \*\*\*

BUYER NAME	MIANNA SPECHT
SALES PRSN	WA- MATTHEW WURM (H)

	CLASS: NATL.	LOCAL	REGIONAL
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DATE OCT24/16 18.22

THANKS JASMINE FOR MATT

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

CENTER FOR INDIVIDUAL FREEDOM

: LINE# :	REP :	CD :	TIME PERIOD :	LGTH :	SEC :	RATE :	:	START DATE :	:	END DATE :	SPTS /WK :	WEEK INVT :	DAYS :	TOTL : CSTS
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AGENCY ADVERTISER CODE = 17 AGENCY EST# = 933  
AGENCY PRODUCT CODE = 214

1	530A-700A	30	\$430.00	11/7	11/11	1	M-F
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PROGRAM : 7 NEWS AT SUNRISE  
CON COM1: 7 NEWS AT SUNRISE

2	700A-900A	30	\$380.00	11/7	11/11	1	M-F	7
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PROGRAM : TODAY SHOW  
CON COM1: TODAY SHOW

	MON	1	10/31	\$1,300.00	30	700P-900P	3
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PROGRAM : THE VOICE  
CON COM1: THE VOICE

REP HEADLINE# 8427052  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/16 18.22  
 \*\*\* KPLC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1035A-1200M	30		\$240.00	10/29	11/5	1		SAT	2
PROGRAM : SATURDAY NIGHT LIVE												
CON COM1 : SATURDAY NIGHT LIVE												
5			1000P-1100P	30		\$980.00	11/6	11/6	1		SUN	1
PROGRAM : 7 NWS SU L												
CON COM1 : 7 NWS SU L												
6			730P-1030P	30		\$1,500.00	11/6	11/6	1		SUN	1
PROGRAM : NFL DEN/OAK 11/6												
CON COM1 : NFL DEN/OAK 11/6												
7			800P-900P	30		\$1,300.00	11/1	11/1	1		TUE	1
PROGRAM : THIS IS US												
CON COM1 : THIS IS US												
8			900P-1000P	30		\$1,300.00	11/1	11/1	1		TUE	1
PROGRAM : CHICAGO FIRE												
CON COM1 : CHICAGO FIRE												
OCT/16			\$240.00 NOV/16			\$7,430.00						
CONTRACT TOTAL												\$7,670.00
TOTAL SPOTS												9

MARKET TOTALS \$8,816 KPLC 87% KVHP 13% CABL 0% NVHP 0%  
 ESTIMATED SHARES

SVC- NONE  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <i>KPLC Lake Charles LA</i>	<b>Date:</b> <i>10-14-16</i>
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I, Media Ad Ventures, Inc.

do hereby request station time concerning the following issue:

<i>Center for Individual Freedom</i>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<i>See Attach.</i>			

This broadcast time will be used by: Center for Individual Freedom



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Center for Individual Freedom, 815 King Street, Alexandria, VA 22314  
www.CFIF.org

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Jeffrey L. Mazzella - President



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10/14/16

Date



Signature

703.569.9400

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Stephanie Gill

Signature

Stephanie Gill

Printed Name

National Sales Coord.

Title

**CONTRACT**

**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Media Ad Ventures, Inc**  
**8136 Old Keene Mill Road**  
**Suite A-300**  
**Springfield, VA 22152**

<b>Contract / Revision</b> POL7052 /		<b>Alt Order #</b> 08427052
<b>Product</b> CNTR FOR INDVD FREE		
<b>Contract Dates</b> 10/24/16 - 11/13/16		<b>Estimate #</b> 933
<b>Advertiser</b> ISS/Center for Individual Freedom		<b>Original Date / Revision</b> 10/25/16 / 10/25/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KPLC	<b>Account Executive</b> Matthew Wurm	<b>Sales Office</b> HRP-Washingto
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b>	<b>Advertiser Code</b> 17	<b>Product 1/2</b> 214
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	11/07/16	11/11/16	7News Sunrise	5:30 AM-7:00 AM		:30				NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	MTWTF--				1	\$430.00				
N 2	KPLC	11/07/16	11/11/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	MTWTF--				1	\$380.00				
N 3	KPLC	10/31/16	10/31/16	Monday Prime Other	7:00 PM-9:00 PM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$1,300.00				
N 4	KPLC	10/29/16	11/05/16	Saturday Night Live	10:35 AM-12:00 XM		:30				NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1-				1	\$240.00				
Week:		10/31/16	11/06/16	-----1-				1	\$240.00				
N 5	KPLC	11/06/16	11/06/16	Late News Following NFL	10:00 PM-11:00 PM		:30				NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$980.00				
N 6	KPLC	11/06/16	11/06/16	NFL Football	7:30 PM-10:30 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$1,500.00				
N 7	KPLC	11/01/16	11/01/16	Tuesday Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$1,300.00				
N 8	KPLC	11/01/16	11/01/16	Tuesday Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$1,300.00				
<b>Totals</b>								<b>0.00</b>				<b>9</b>	<b>\$7,670.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

[www.kplctv.com](http://www.kplctv.com)

<u>Contract / Revision</u>		<u>Alt Order #</u>
POL7052 /		08427052
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/16 - 11/13/16	CNTR FOR INDVD FRE	933
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/Center for Individual		10/25/16 / 10/25/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	1	\$240.00	(\$36.00)	\$204.00
10/31/16 - 11/11/16	8	\$7,430.00	(\$1,114.50)	\$6,315.50
<b>Totals</b>	<b>9</b>	<b>\$7,670.00</b>	<b>(\$1,150.50)</b>	<b>\$6,519.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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